

2012 Deer Season Licensing Facts

License Sales

- ✓ **633,460** Total Deer Gun Hunter, up 2% from last year
- ✓ Resident deer licenses **(585,736)** are up 2%
- ✓ Nonresident deer licenses **(34,256)** up 3%
- ✓ 10/11 year old Mentored Gun Deer licenses **(13,468)** are up 10%
- ✓ **105,948** licenses sold Friday before the season opener – RECORD 1 DAY SALE!
- ✓ **19,025** licenses sold through the 9-day season
- ✓ The majority of gun deer licenses **(93%)** were issued at license agents, and DNR issued 3%.
- ✓ **Internet sales** was the **single highest sales** location issuing 4% of all deer licenses in 2012.
- ✓ Dane, Brown, Washington, Marathon, Outagamie, and Waukesha represented the counties with the highest gun deer sales.

Gun Hunters

- ✓ **Female participation continues to increase, nearing 10% of our total gun deer hunters**, compared to just over 9% from 2011;
- ✓ Females representation ranges from 10 to 23% of gun hunters ages 10 through 31.
- ✓ **81,250 (or 13%) were youth** (under age of 18)
- ✓ **62,097 (or 10%) were senior citizens** (65 years of age and older)
- ✓ Hunters from every state in the country and several foreign countries purchased a gun deer license. The most out-of state hunters came from Minnesota, Illinois, Michigan, Florida, Iowa, Texas and California.
- ✓ **23% of 10 & 11 Year Old Mentored Hunters were female.**
- ✓ 60 hunters came from foreign countries, with the most (28) coming from Canada.

First Time Gun Deer License Hunters – **NEW LICENSE IN 2012!**

- ✓ **28,925** First Time Buyer Licenses
 - **15,543** resident gun deer
 - **9,660** resident junior gun deer
 - **3,722** nonresident gun deer

- ✓ **Females** represented **33% of resident First Time Gun Deer** licenses and **30% of resident First Time Junior Gun Deer** licenses
- ✓ **9,660**, or 33% of First Time Buyers were **youth** (17 years of age and under)
- ✓ 3,222 First Time Gun Deer licenses were sold during the season
- ✓ Of the adult First Time Gun Deer License purchasers:
 - 5,333 or 18% between the age of 20-29
 - 4,189 , or 14% between the age of 30-39
 - 4,066 , or 14% between the age of 40-49
 - 2,948, or 10% between the age of 50-59
 - 1,007, or 3% senior citizens (65 and above)
- ✓ 80 first time licenses were sold to hunters 80 and older